



WDIV

Print Date: 10/31/12

Page 2 of 10

Contract / Revision **258423** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision 09/05/12/ 10/31/12

Order Sep 00:15:00

Advertiser **ISS/Michigan Democratic S** Product **MDSCC-SC**

Estimate # **1600**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WDIV	11/02/12	11/02/12	Noon News 12-1230p M-F Noon News 12-1230p	CM	12N-1230P	----1--	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	----1--	1		\$1,200.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WDIV	10/29/12-11/04/12		Noon News 12-1230p M-F		12N-1230P	-----F----	:30		(\$1,200.00)		0.00	NM		
See MG 2.2															
2	WDIV	11/02/12-11/02/12		Noon Nws 12-1p 10/29-11/6		12-1p	-----F----	:30		\$1,200.00		0.00	NM		
Ⓜ MG for 2.1 11/02															
[NOON NEWS AIRS 12N-1P W/O 10/29]															
E 3	WDIV	11/02/12	11/02/12	Ricki Lake 3-4p Ricki Lake	CM	3-4p	----1--	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	----1--	1		\$600.00		0.00						
E 4	WDIV	11/02/12	11/02/12	4am NBC Early Today NBC Early	CM	NBC Early	----1--	:30	1	\$90.00	P-2	0.00	NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	----1--	1		\$90.00		0.00						
E 5	WDIV	11/02/12	11/02/12	M-F Local News @ 4pm M-F Local News @ 4pm	CM	4p-430pm	----1--	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	----1--	1		\$1,200.00		0.00						
E 6	WDIV	11/02/12	11/02/12	4:30am Local News M-F 4:30am Local News	CM	4:30-5am M-F	----1--	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	----1--	1		\$175.00		0.00						
E 7	WDIV	11/02/12	11/02/12	M-F 430-5P Inside Edition Inside Edition M-F 430-5p	CM	430p-5p	----1--	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	----1--	1		\$1,100.00		0.00						
E 8	WDIV	11/02/12	11/02/12	5-6pm Local 4 News M-F M-F Local 4 News 5-6pm	CM	5P-530P (5:00 PM-5:30 PM)	----1--	:30	1	\$2,100.00	P-2	0.00	NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	----1--	1		\$2,100.00		0.00						
E 9	WDIV	11/02/12	11/02/12	5-6am Local News M-F Local 4 News Today 5-6A	CM	530-6a (5:30 AM-6:00 AM)	----1--	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	----1--	1		\$650.00		0.00						
E 10	WDIV	11/02/12	11/02/12	6-630pm Local 4 News M-F M-F Local 4 News 6-630p	CM	6P-630P	----1--	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	----1--	1		\$3,000.00		0.00						
E 11	WDIV	11/02/12	11/02/12	M-F Access 7-730P Wheel M-F Wheel of Fortune	CM	7P-730P	----1--	:30	1	\$3,200.00	P-2	0.00	NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	----1--	1		\$3,200.00		0.00						
E 12	WDIV	11/02/12	11/02/12	Jeopardy 730-8p M-F M-F Jeopardy	CM	730P-8P	----1--	:30	1	\$3,200.00	P-2	0.00	NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	----1--	1		\$3,200.00		0.00						
E 13	WDIV	11/02/12	11/02/12		CM	8-9a	----1--	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00



WDIV

Print Date: 10/31/12

Page 3 of 10

Contract / Revision **258423** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision 09/05/12/ 10/31/12

Order Sep 00:15:00

Advertiser **ISS/Michigan Democratic S** Product **MDSCC-SC**Estimate # **1600**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				7-9am Today Show M-F											
				Today Show (8:00 AM-9:00 AM)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	----1--			1		\$2,000.00		0.00				
E 14	WDIV	11/02/12	11/02/12	Today Show 9-10a M-F CM		9A-10A	----1--	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
				Today Show 9-10A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	----1--			1		\$800.00		0.00				
E 15	WDIV	11/05/12	11/05/12	Ellen 10-11a M-F CM		10-11A Ellen	1-----	:30	1	\$950.00	P-2	0.00	NM	1	\$950.00
				10-11AM Ellen											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	1-----			1		\$950.00		0.00				
E 16	WDIV	11/05/12	11/05/12	M-F Local 4 News @11p CM		11P-1135P	1-----	:30	1	\$5,400.00	P-2	0.00	NM	1	\$5,400.00
				11-1135P Late News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	1-----			1		\$5,400.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WDIV	11/05/12-11/11/12		M-F Local 4 News @11p		11P-1135P	M-----	:30		(\$5,400.00)		0.00	NM		
See MG 16.2															
2	WDIV	11/05/12-11/05/12		11-1145p News 10/31-11/5		11-1145p	M-----	:30		\$5,400.00		0.00	NM		
Ⓜ MG for 16.1 11/05															
[Latenews expanded to 11-1145p 11/5]															
E 17	WDIV	11/05/12	11/05/12	1237-137a LateNite Fallon CM		1237A-137A	1-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
				Late Night 1237-137A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	1-----			1		\$500.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WDIV	11/05/12-11/11/12		1237-137a LateNite Fallon		1237A-137A	M-----	:30		(\$500.00)		0.00	NM		
See MG 17.2															
2	WDIV	11/05/12-11/05/12		1145-1248a Tonight 10/31-		1145p-1248a	M-----	:30		(\$500.00)		0.00	NM		
Ⓜ See MG 17.3															
[Tonight Show runs 1145p-1247a on 11/5 due to expanded late news]															
3	WDIV	11/05/12-11/05/12		1248-147a Fallon 10/31-		1248-147a	M-----	:30		\$500.00		0.00	NM		
Ⓜ MG for 17.2 11/05															
[Fallon runs 1247-147a 11/5 due to expanded late news]															
E 18	WDIV	11/05/12	11/05/12	Noon News 12-1230p M-F CM		12N-1230P	1-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
				Noon News 12-1230p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	1-----			1		\$1,200.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WDIV	11/05/12-11/11/12		Noon News 12-1230p M-F		12N-1230P	M-----	:30		(\$1,200.00)		0.00	NM		
See MG 18.2															
2	WDIV	11/05/12-11/05/12		Noon Nws 12-1p 10/29-11/6		12-1p	M-----	:30		\$1,200.00		0.00	NM		
Ⓜ MG for 18.1 11/05															
[NOON NEWS AIRS 12N-1P ON 11/5/12 NOT 12N-120P]															
E 19	WDIV	11/05/12	11/05/12	4am NBC Early Today CM		NBC Early	1-----	:30	1	\$90.00	P-2	0.00	NM	2	\$530.00
				NBC Early											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	1-----			1		\$90.00		0.00				



WDIV

Print Date: 10/31/12

Page 4 of 10

Contract / Revision **258423** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision 09/05/12/ 10/31/12

Order Sep 00:15:00

Advertiser **ISS/Michigan Democratic S** Product **MDSCC-SC**Estimate # **1600**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 19	WDIV	11/05/12	11/05/12	4am NBC Early Today NBC Early	CM	NBC Early	1-----	:30	1	\$90.00	P-2	0.00	NM	2	\$530.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	1-----	1		\$90.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	WDIV	11/05/12-11/11/12		4am NBC Early Today See MG 19.2,19.3 [P=LOCAL 4 NEWS 4A-5A]	NBC Early		M-----	:30	(\$90.00)		0.00	NM			
2	WDIV	11/05/12-11/06/12		4-5a Lcl Nws 11/5-11/6 Ⓜ MG for 55.2,21.1,53.2,19.1	4-5a		MT-----	:30	\$265.00		0.00	NM			
3	WDIV	11/05/12-11/06/12		4-5a Lcl Nws 11/5-11/6 Ⓜ MG for 55.2,21.1,53.2,19.1	4-5a		MT-----	:30	\$265.00		0.00	NM			
E 20	WDIV	11/05/12	11/05/12	M-F Local News @ 4pm M-F Local News @ 4pm	CM	4p-430pm	1-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	1-----	1		\$1,200.00		0.00						
E 21	WDIV	11/05/12	11/05/12	4:30am Local News M-F 4:30am Local News	CM	4:30-5am M-F	1-----	:30	1	\$175.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	1-----	1		\$175.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	WDIV	11/05/12-11/11/12		4:30am Local News M-F See MG 19.2,19.3 [4-5a news]	4:30-5am M-F		M-----	:30	(\$175.00)		0.00	NM			
E 22	WDIV	11/05/12	11/05/12	M-F 430-5P Inside Edition Inside Edition M-F 430-5p	CM	430p-5p	1-----	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	1-----	1		\$1,100.00		0.00						
E 23	WDIV	11/05/12	11/05/12	5-6pm Local 4 News M-F M-F Local 4 News 5-6pm	CM	5P-530P (5:00 PM-5:30 PM)	1-----	:30	1	\$2,100.00	P-2	0.00	NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	1-----	1		\$2,100.00		0.00						
E 24	WDIV	11/05/12	11/05/12	5-6am Local News M-F Local 4 News Today 5-6A	CM	530-6a (5:30 AM-6:00 AM)	1-----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	1-----	1		\$650.00		0.00						
E 25	WDIV	11/05/12	11/05/12	5-6pm Local 4 News M-F M-F Local 4 News 5-6pm	CM	530P-6P (5:30 PM-6:00 PM)	1-----	:30	1	\$2,250.00	P-2	0.00	NM	1	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	1-----	1		\$2,250.00		0.00						
E 26	WDIV	11/05/12	11/05/12	M-F Access 7-730P Wheel M-F Wheel of Fortune	CM	7P-730P	1-----	:30	1	\$3,200.00	P-2	0.00	NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	1-----	1		\$3,200.00		0.00						
E 27	WDIV	11/05/12	11/05/12	Jeopardy 730-8p M-F M-F Jeopardy	CM	730P-8P	1-----	:30	1	\$3,200.00	P-2	0.00	NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	1-----	1		\$3,200.00		0.00						
E 28	WDIV	11/05/12	11/05/12	Today Show 9-10a M-F Today Show 9-10A	CM	9A-10A	1-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						



WDIV

Print Date: 10/31/12

Page 5 of 10

Contract / Revision **258423** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision 09/05/12/ 10/31/12

Order Sep 00:15:00

Advertiser **ISS/Michigan Democratic S** Product **MDSCC-SC**

Estimate # **1600**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 28	WDIV	11/05/12	11/05/12	Today Show 9-10a M-F CM Today Show 9-10A		9A-10A	1-----	:30	1	\$800.00	P-2	0.00 NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/05/12	11/11/12	1-----					1	\$800.00		0.00		
E 29	WDIV	11/03/12	11/03/12	Sat Local 4 News @ 11P CM Sat 11-1130P Late News		11-1130P	-----1-	:30	1	\$4,500.00	P-2	0.00 NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-----1-					1	\$4,500.00		0.00		
E 30	WDIV	11/03/12	11/03/12	Sat 6-630pm Local News CM Sat 6-630pm Loc News		6P-630P	-----1-	:30	1	\$1,450.00	P-2	0.00 NM	1	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-----1-					1	\$1,450.00		0.00		
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
		1	WDIV	10/29/12-11/04/12	Sat 6-630pm Local News	6P-630P	-----Sa--	:30		(\$1,450.00)		0.00 NM		
		See MG 30.2												
		2	WDIV	11/03/12-11/03/12	Sat 7-8p Local News11/3	7-8p	-----Sa--	:30		\$1,450.00		0.00 NM		
		Ⓜ MG for 30.1 11/03												
E 31	WDIV	11/03/12	11/03/12	Sat 6-8am Loc News CM Sat 6-8am/Local 4 News		6-7am (6:00 AM-7:00 AM)	-----1-	:30	1	\$600.00	P-2	0.00 NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-----1-					1	\$600.00		0.00		
E 32	WDIV	11/03/12	11/03/12	Sat 6-8am Loc News CM Sat 6-8am/Local 4 News		7-8am (7:00 AM-8:00 AM)	-----1-	:30	1	\$800.00	P-2	0.00 NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-----1-					1	\$800.00		0.00		
E 33	WDIV	11/03/12	11/03/12	Saturday 9-10p CM Chicago Fire		9-10PM	-----1-	:30	1	\$2,250.00	P-2	0.00 NM	1	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-----1-					1	\$2,250.00		0.00		
E 34	WDIV	11/04/12	11/04/12	Sun 6-630pm Local News CM Sun 6pm		Sun 6pm	-----1	:30	1	\$1,550.00	P-2	0.00 NM	1	\$1,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-----1					1	\$1,550.00		0.00		
E 35	WDIV	11/04/12	11/04/12	Sun 6-730am Loc News CM Sun News 6-730am		Sun 6-7am (6:00 AM-7:00 AM)	-----1	:30	1	\$600.00	P-2	0.00 NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-----1					1	\$600.00		0.00		
E 36	WDIV	11/04/12	11/04/12	Sun 6-730am Loc News CM Sun News 6-730am		Sun 7-7:30am (7:00 AM-7:30 AM)	-----1	:30	1	\$725.00	P-2	0.00 NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-----1					1	\$725.00		0.00		
E 37	WDIV	11/04/12	11/04/12	Sun 8-9am Loc News CM Sun Local News 8-9am		Sun 8-9am	-----2	:30	2	\$900.00	P-2	0.00 NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-----2					2	\$900.00		0.00		
E 38	WDIV	11/01/12	11/01/12	Ellen 10-11a M-F CM 10-11AM Ellen		10-11A Ellen	---1---	:30	1	\$950.00	P-2	0.00 NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	---1---					1	\$950.00		0.00		
E 39	WDIV	11/01/12	11/01/12	M-F Local 4 News @ 11P CM 11-1135P Late News		11P-1135P	---1---	:30	1	\$5,400.00	P-2	0.00 NM	1	\$5,400.00



WDIV

Print Date: 10/31/12

Page 6 of 10

Contract / Revision **258423** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision 09/05/12/ 10/31/12

Order Sep 00:15:00

Advertiser **ISS/Michigan Democratic S** Product **MDSCC-SC**

Estimate # **1600**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 39	WDIV	11/01/12	11/01/12	M-F Local 4 News @11p 11-1135P Late News	CM	11P-1135P	--- 1---	:30	1	\$5,400.00	P-2	0.00 NM	1	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	--- 1---	1		\$5,400.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WDIV	10/29/12-11/04/12		M-F Local 4 News @11p		11P-1135P	---Th-----	:30		(\$5,400.00)		0.00 NM		
See MG 39.2														
2	WDIV	11/01/12-11/01/12		11-1145p News 10/31-11/5		11-1145p	---Th-----	:30		\$5,400.00		0.00 NM		
Ⓜ MG for 39.1 11/01 [LATE NEWS AIRS 11P-1145P ON 11/1/12]														
E 40	WDIV	11/01/12	11/01/12	1237-137a LateNite Fallon Late Night 1237-137A	CM	1237A-137A	--- 1---	:30	1	\$500.00	P-2	0.00 NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	--- 1---	1		\$500.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WDIV	10/29/12-11/04/12		1237-137a LateNite Fallon		1237A-137A	---Th-----	:30		(\$500.00)		0.00 NM		
See MG 40.2														
2	WDIV	11/01/12-11/01/12		1248-147a Fallon 10/31-		1248-147a	---Th-----	:30		\$500.00		0.00 NM		
Ⓜ MG for 40.1 11/01 [FALLON AIRS 1248A-147A ON 11/1/12 DUE TO EXPANDED LATE NEWS]														
E 41	WDIV	11/01/12	11/01/12	Noon News 12-1230p Noon News 12-1230p	CM	12N-1230P	--- 1---	:30	1	\$1,200.00	P-2	0.00 NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	--- 1---	1		\$1,200.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WDIV	10/29/12-11/04/12		Noon News 12-1230p M-F		12N-1230P	---Th-----	:30		(\$1,200.00)		0.00 NM		
See MG 41.2														
2	WDIV	11/01/12-11/01/12		Noon Nws 12-1p 10/29-11/6		12-1p	---Th-----	:30		\$1,200.00		0.00 NM		
Ⓜ MG for 41.1 11/01 [NOON NEWS AIRS 12N-1P W/O 10/29]														
E 42	WDIV	11/01/12	11/01/12	4am NBC Early Today NBC Early	CM	NBC Early	--- 1---	:30	1	\$90.00	P-2	0.00 NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	--- 1---	1		\$90.00		0.00					
E 43	WDIV	11/01/12	11/01/12	M-F Local News @ 4pm M-F Local News @ 4pm	CM	4p-430pm	--- 1---	:30	1	\$1,200.00	P-2	0.00 NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	--- 1---	1		\$1,200.00		0.00					
E 44	WDIV	11/01/12	11/01/12	4:30am Local News M-F 4:30am Local News	CM	4:30-5am M-F	--- 1---	:30	1	\$175.00	P-2	0.00 NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	--- 1---	1		\$175.00		0.00					
E 45	WDIV	11/01/12	11/01/12	M-F 430-5P Inside Edition Inside Edition M-F 430-5p	CM	430p-5p	--- 1---	:30	1	\$1,100.00	P-2	0.00 NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	--- 1---	1		\$1,100.00		0.00					
E 46	WDIV	11/01/12	11/01/12	5-6pm Local 4 News M-F M-F Local 4 News 5-6pm	CM	5P-530P (5:00 PM-5:30 PM)	--- 1---	:30	1	\$2,100.00	P-2	0.00 NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	--- 1---	1		\$2,100.00		0.00					
E 47	WDIV	11/01/12	11/01/12		CM	530-6a	--- 1---	:30	1	\$650.00	P-2	0.00 NM	1	\$650.00



WDIV

Print Date: 10/31/12

Page 8 of 10

Contract / Revision **258423** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision 09/05/12/ 10/31/12

Order Sep 00:15:00

Advertiser **ISS/Michigan Democratic S** Product **MDSCC-SC**

Estimate # **1600**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 57	WDIV	10/30/12	10/30/12	5-6pm Local 4 News M-F M-F Local 4 News 5-6pm	CM	5P-530P (5:00 PM-5:30 PM)	- 1-----	:30	1	\$2,100.00	P-2	0.00 NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	- 1-----	1		\$2,100.00		0.00					
E 58	WDIV	10/30/12	11/06/12	5-6am Local News M-F Local 4 News Today 5-6A	CM	530-6a (5:30 AM-6:00 AM)	- 1-----	:30	1	\$650.00	P-2	0.00 NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	- 1-----	1		\$650.00		0.00					
Week:		11/05/12	11/11/12	- 1-----	1		\$650.00		0.00					
E 59	WDIV	10/30/12	10/30/12	5-6pm Local 4 News M-F M-F Local 4 News 5-6pm	CM	530P-6P (5:30 PM-6:00 PM)	- 1-----	:30	1	\$2,250.00	P-2	0.00 NM	1	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	- 1-----	1		\$2,250.00		0.00					
E 60	WDIV	10/30/12	10/30/12	M-F Access 7-730P Wheel M-F Wheel of Fortune	CM	7P-730P	- 1-----	:30	1	\$3,200.00	P-2	0.00 NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	- 1-----	1		\$3,200.00		0.00					
E 61	WDIV	10/30/12	10/30/12	Jeopardy 730-8p M-F M-F Jeopardy	CM	730P-8P	- 1-----	:30	1	\$3,200.00	P-2	0.00 NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	- 1-----	1		\$3,200.00		0.00					
E 62	WDIV	10/30/12	10/30/12	Tuesday 8-9p The Voice	CM	8-9PM	- 1-----	:30	1	\$7,000.00	P-2	0.00 NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	- 1-----	1		\$7,000.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	WDIV	10/29/12-11/04/12		Tuesday 8-9p	8-9PM		- T-----	:30	(\$7,000.00)	0.00	NM			
See MG 62.2														
2	WDIV	10/30/12-10/30/12		Tuesday 8-10p	8-10PM		- T-----	:30	\$7,000.00	0.00	NM			
Ⓜ MG for 62.1 10/30 [P=THE VOICE 8-10P ON 10/30/12]														
E 63	WDIV	11/06/12	11/06/12	7-9am Today Show M-F Today Show	CM	8-9a (8:00 AM-9:00 AM)	- 1-----	:30	1	\$2,000.00	P-2	0.00 NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		11/05/12	11/11/12	- 1-----	1		\$2,000.00		0.00					
E 64	WDIV	10/30/12	11/06/12	Today Show 9-10a M-F Today Show 9-10A	CM	9A-10A	- 1-----	:30	1	\$800.00	P-2	0.00 NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	- 1-----	1		\$800.00		0.00					
Week:		11/05/12	11/11/12	- 1-----	1		\$800.00		0.00					
E 65	WDIV	10/31/12	10/31/12	1135-1237a Tonight Leno Tonight Show 1135P-1237	CM	1135P-1237A	-- 1----	:30	1	\$1,650.00	P-2	0.00 NM	1	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	-- 1----	1		\$1,650.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	WDIV	10/29/12-11/04/12		1135-1237a Tonight Leno	1135P-1237A		-- W-----	:30	(\$1,650.00)	0.00	NM			
See MG 65.2														
2	WDIV	10/31/12-10/31/12		1145-1248a Tonight 10/31-	1145p-1248a		-- W-----	:30	\$1,650.00	0.00	NM			
Ⓜ MG for 65.1 10/31 [TONIGHT SHOW AIRS 1145P-1248A ON 10/31 AND 11/2]														
E 66	WDIV	10/31/12	10/31/12	Noon News 12-1230p M-F 12N-1230P	CM	12N-1230P	-- 1----	:30	1	\$1,200.00	P-2	0.00 NM	1	\$1,200.00



WDIV

Print Date: 10/31/12

Page 9 of 10

Contract / Revision **258423** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision 09/05/12/ 10/31/12

Order Sep 00:15:00

Advertiser **ISS/Michigan Democratic S** Product **MDSCC-SC**Estimate # **1600**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Noon News 12-1230p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-- 1----					1	\$1,200.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WDIV	10/29/12-11/04/12		Noon News 12-1230p M-F		12N-1230P	-- W-----	:30		(\$1,200.00)		0.00	NM		
See MG 66.2															
2	WDIV	10/31/12-10/31/12		Noon Nws 12-1p 10/29-11/6		12-1p	-- W-----	:30		\$1,200.00		0.00	NM		
Ⓜ MG for 66.1 10/31															
[NOON NEWS AIRS 12N-1P W/O 10/29]															
E 67	WDIV	10/31/12	10/31/12	Ricki Lake 3-4p	CM	3-4p	-- 1----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
Ricki Lake															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-- 1----					1	\$600.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WDIV	10/29/12-11/04/12		Ricki Lake 3-4p		3-4p	-- W-----	:30		(\$600.00)		0.00	NM		
See MG 67.2															
[na]															
2	WDIV	10/31/12-11/02/12		5-6am Local News M-F		530-6a	(5:30 AM-6:00 A-- WThF----	:30		\$600.00		0.00	NM		
Ⓜ MG for 67.1 10/31															
E 68	WDIV	10/31/12	10/31/12	4am NBC Early Today	CM	NBC Early	-- 1----	:30	1	\$90.00	P-2	0.00	NM	1	\$90.00
NBC Early															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-- 1----					1	\$90.00		0.00			
E 69	WDIV	10/31/12	10/31/12	M-F Local News @ 4pm	CM	4p-430pm	-- 1----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
M-F Local News @ 4pm															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-- 1----					1	\$1,200.00		0.00			
E 70	WDIV	10/31/12	10/31/12	4:30am Local News M-F	CM	4:30-5am M-F	-- 1----	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
4:30am Local News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-- 1----					1	\$175.00		0.00			
E 71	WDIV	10/31/12	10/31/12	M-F 430-5P Inside Edition	CM	430p-5p	-- 1----	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
Inside Edition M-F 430-5p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-- 1----					1	\$1,100.00		0.00			
E 72	WDIV	10/31/12	10/31/12	5-6pm Local 4 News M-F	CM	5P-530P	-- 1----	:30	1	\$2,100.00	P-2	0.00	NM	1	\$2,100.00
M-F Local 4 News 5-6pm (5:00 PM-5:30 PM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-- 1----					1	\$2,100.00		0.00			
E 73	WDIV	10/31/12	10/31/12	5-6am Local News M-F	CM	530-6a	-- 1----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
Local 4 News Today 5-6A (5:30 AM-6:00 AM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-- 1----					1	\$650.00		0.00			
E 74	WDIV	10/31/12	10/31/12	6-630pm Local 4 News M-F	CM	6P-630P	-- 1----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
M-F Local 4 News 6-630p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-- 1----					1	\$3,000.00		0.00			
E 75	WDIV	10/31/12	10/31/12	M-F Access 7-730P Wheel of Fortune	CM	7P-730P	-- 1----	:30	1	\$3,200.00	P-2	0.00	NM	1	\$3,200.00
M-F Wheel of Fortune															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-- 1----					1	\$3,200.00		0.00			

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
E 76	WDIV	10/31/12	10/31/12	Jeopardy 730-8p M-F	CM	730P-8P	-- 1----	:30	1	\$3,200.00	P-2	0.00	NM	1	\$3,200.00	
				M-F Jeopardy												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	-- 1----		1			\$3,200.00		0.00					
E 77	WDIV	10/31/12	10/31/12	7-9am Today Show M-F	CM	8-9a	-- 1----	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00	
				Today Show	(8:00 AM-9:00 AM)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	-- 1----		1			\$2,000.00		0.00					
E 78	WDIV	10/31/12	10/31/12	Today Show 9-10a M-F	CM	9A-10A	-- 1----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00	
				Today Show 9-10A												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	-- 1----		1			\$800.00		0.00					
Totals														81	\$127,815.00	